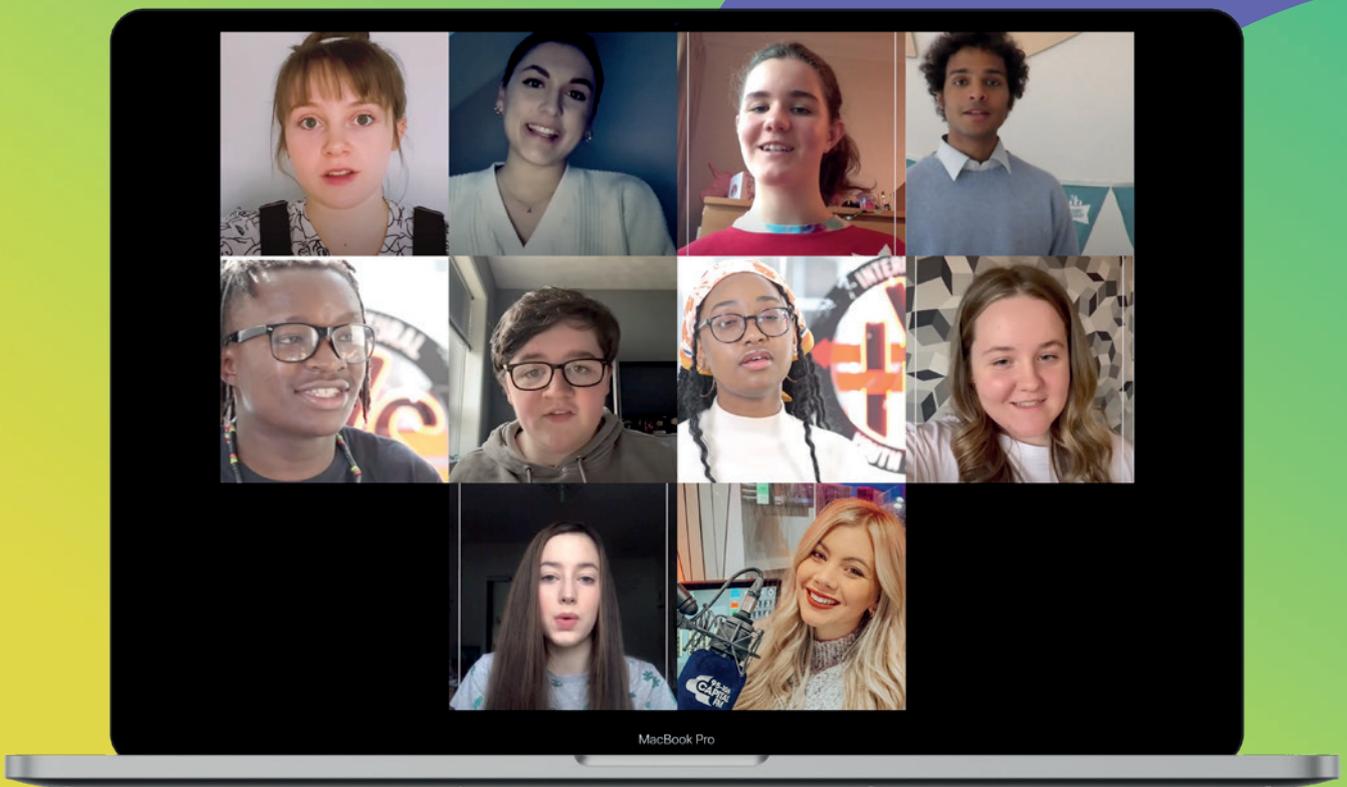




# Impact Report 2020/21



# We are Young Scot

We are Young Scot – the national youth information and citizenship charity for 11-26-year-olds in Scotland. We provide young people with information, ideas and opportunities. Our work helps young people navigate the challenges they face as they grow up – particularly during times of change in their lives – such as moving to high school or starting a job.

We **INFORM** young people using our young.scot website and deliver information using the digital spaces they spend their time in – Snapchat, Instagram, Facebook, TikTok and YouTube. We also translate essential information and content into Gaelic. In response to the increase of misinformation, we have a quality standard for our information aligned to the European Youth Information Charter. Young people are continuously making decisions and choices that significantly impact their futures. That's why they need access to quality-assured, timely and accessible information. It helps them understand their rights, make informed decisions, connects them with opportunities, and empowers them to be active citizens.

Young people in Scotland are entitled to their free Young Scot National Entitlement Card (Young Scot NEC) that **CONNECTS** them to opportunities and services. Using their Young Scot NEC, young people can maximise their income with in-person and online discounts at local and national outlets in Scotland and across Europe. They can also use their Young Scot NECs for free proof of age, concessionary travel, and lots of local services too. It's important to create a level playing field for young people to access the opportunities and services that they are entitled to, regardless of geography, experience and circumstances. This supports their wellbeing and helps them to fulfil their potential.

Our Young Scot Hive #YSHive volunteering opportunities **EMPOWER** young people to be system changers by sharing power with organisations and tackling society's toughest challenges. Young people join #YSHive to have the chance to create a fairer, more sustainable world for their friends and peers, and future generations. We've supported young people to partner with the Scottish Government, Nature Scot, BBC Scotland, Co-op Foundation, Carnegie UK Trust, 5Rights Foundation, and many more. Lots of #YSHive volunteers have a passion for an issue that they want to explore. Others come wanting to build their confidence. No matter their motivation, they take part in positive experiences and build skills that support them to be active citizens.

# Introduction

by Elma Murray OBE, Young Scot Chair

## The world is such a different place...

For the duration covered by this report, the pandemic has reaped a devastating impact across the world – with young people one of the groups most affected. Although it could have been easy to have been daunted by the challenges that lay before us – I am immensely proud of how Young Scot continued to adapt and deliver essential information, support, opportunities and services for young people.

In a year dedicated to helping young people to navigate through the pandemic, it's not surprising that our digital information for young people is one of my key highlights.

It was so easy for young people to feel scared by what they were hearing in the news and on social media – and the need for specialised and quality-assured youth information was great. Our team responded magnificently and was rightly recognised at the UK's Third Sector Awards.

During the year we also launched Young Scot Hive #YSHive – our exciting new service design offer that supports policy design and service improvements. Already, the team is supporting young people to be system changers and influencers – with several projects focusing on renewal and recovery from the pandemic.

Last, but by no means least, is the growth in the number of young people signed up to our Young Carers Package #YSCarers. Not only are we now supporting more young carers than ever before, but the success of the programme has allowed us to learn and replicate the successes within new programmes across Young Scot.

Alongside our partners and others in the sector, Young Scot's hard work throughout the year has helped to limit the impact of the pandemic on young people's lives. But, there is much more that we can do. Collectively, we must work hard to ensure that young people are not a generation negatively defined by COVID-19 and are supported to fulfil their potential – for the benefit of us all.

*Elma*



# Our Board & Advisory Council

## Young Scot Board

**Elma Murray OBE** (Chair)

**Colin Sneddon** (Vice Chair) – Retail Banking, Financial Conduct Authority

**J Sweeney MBE** (Vice Chair)

**Resigned 29th June 2020**

**Abbie Wilson** (Vice Chair) – Independent

**Brenda Scott** (Company Secretary) – Partner, Brodies Solicitors

**Ian Campbell** – Independent

**Appointed 29th September 2020**

**Martin Coppack** – Director, Fair by Design Campaign

**Mary Cuthbert OBE** – Independent

**Emmanuella Dampley** – Student, Royal Conservatoire of Scotland

**Appointed 29th June 2020**

**Carol Downie MBE** – Independent

**Tim Frew** - Chief Executive YouthLink Scotland

**Toni Lammont** – Student at Scotland's Rural College

**Appointed 29th June 2020**

**Scott McGlinchey** – CEO, Exception

**Wiktoria Orlicka MSYP** – Member of the Scottish Youth Parliament

**Appointed 5th November 2020**

**Robin Parker** – Independent

**Bob Payne** - Independent

**Resigned 29th September 2020**

**Brenda Robb** - Brodies Solicitors

**Resigned 27th October 2020**

**Hugh Scott** – Service Manager, Inverclyde Council

**Amy Simmons** – Independent

**Margo Williamson** –

**Appointed 29th June 2020**

# Our Board & Advisory Council

## Young Scot Advisory Council

**Raisah Ahmed** – AMINA

**Jackie Brock** - Children in Scotland

**Iona Colvin** - Social Work Scotland

**Mark Conway** - Youth Work Managers Group

**Anna Fowlie** – SCVO

**Sarah Gadsden** - Improvement Service

**Gayle Gorman** - Education Scotland

**Jackie Halawi** – Education Scotland (CLD)

**Sally Loudon** – COSLA

**Jane Macdonald** - Scottish Natural Heritage

**Sarah Marshall** – Police Scotland

**Professor Jim McGoldrick** - Public Health Scotland

**Jim Metcalfe** - College Development Network

**Khaleda Noon** - Intercultural Youth Scotland

**Joan Parr** - Creative Scotland

**Gary Ritchie** - Police Scotland

**Theresa Shearer** - Enable

**Juliet Simpson** - Stripe Communications

**Melanie Weldon** - Scottish Government

### Non-executive Director

**Martin Raymond** - Director, Clouline Public Relations

**A huge thank you to our Board and Advisory Council for their guidance and support.**

**MCR Pathways** @mcrcpathways

There's no shame in needing a bit of extra support, especially right now. ❤️  
 The @YoungScot website has loads of brilliant resources to help manage your mental health - excellent for young people & adults alike. Check out their tips 📌 [ow.ly/TOTW50DdIVG](https://ow.ly/TOTW50DdIVG) #mentalhealth



Looking After Your Mental Wellbeing During the Coronavirus (COVID-19) Outbreak...  
 It's important to look after yourself when there is lots of worrying news. Here's some tips on how to do so.  
 @young.scot

9:01 AM · Jan 22, 2021 · Hootsuite Inc.

8 Retweets 9 Likes

**Place2Be Scotland** @Place2BeScot · Feb 5

Our @Place2BeScot Clinical Lead Becky spoke with young people from the #AyeFeel team at @YoungScot about the difficult issues around self-harm and suicidal thoughts.

Find out more here 📌 [bit.ly/2ObjX9Z](https://bit.ly/2ObjX9Z) #ChildrensMentalHealthWeek



Information on Suicide and Self-Harm for Young People  
 Information for young people about suicide and self-harm from @young.scot

**Larbert High Mental Health** @LarbertHighMH

We know how challenging a time it can be for everyone right now ❤️

🕒 Take the time to look after yourself 🕒

That time could include checking out the @YoungScot link below, with some great resources and ideas for how you can support your mental health 😊

@LarbertHigh

**MCR Pathways** @mcrcpathways · Jan 22  
 There's no shame in needing a bit of extra support, especially right now. ❤️  
 The @YoungScot website has loads of brilliant resources to help manage your mental health - excellent for young people & adults alike. Check out their tips 📌 [ow.ly/TOTW50DdIVG](https://ow.ly/TOTW50DdIVG) #mentalhealth

8:27 AM · Jan 25, 2021 · Twitter for Android

2 Retweets 2 Likes

# Informed

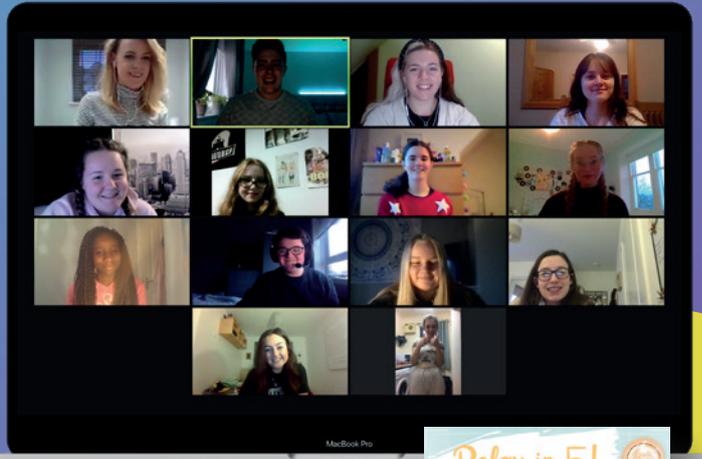
**e-Sgoil** @eSgoil · Feb 5  
 LIVE AT 2PM

We are delighted to welcome back the fantastic @YoungScot for a very important #AyeFeel session looking at how you can look after your mental health and emotional wellbeing.

We really hope you can join us: [e-sgoil.com/lockdown-live-...](https://e-sgoil.com/lockdown-live-...)



Personal e-Learning Offer



**GHS\_Lighthouse** @LighthouseGhs · Jan 21

@YoungScot created this amazing resource full of information on how to look after your emotional wellbeing, support from organisations around Scotland and tips on how to promote a positive mindset 🥰 #ayemind @GrangemouthP @GHS\_PLT @GrangemouthHS



Aye Feel  
 Aye Feel, brought to you by Young Scot and the Scottish Government, is an information campaign encouraging young people to look after their ...  
 @young.scot

**Relax in 5!**

Take a break from your work or study and relax for 5 minutes. Here's how to do it:

- Power Pose!**
  - Stand with your feet hip distance apart
  - Roll your shoulders back
  - Extend the arms forward and lift up to the ceiling
  - Strengthen, align, stretch and engage
  - Relax neck and shoulders
  - Keep your head straight and look forward
- Write it Down!**
  - Get a piece of paper or a notebook and write out everything that's bothering you and all that's amazing, whether that's a friend, a hobby, or something that makes you smile.
- Laugh!**
  - Take a break from your work or study and watch something that will make you laugh or smile!
  - Put on a funny YouTube video or TV show during your break, and have a giggle!
- Breathe!**
  - Breathing exercises are a great way to relax, especially if you feel a bit stressed or nervous. There are lots of breathing techniques, so find one that works for you! If you need more help, visit our Young Scot's Mindfulness Breathing Technique - Click the link in the bio for a full guide!
- Listen to Music!**
  - Put on your favourite music or an easy listening playlist and enjoy it!
  - It can distract you from your worries, and help you feel more relaxed.
  - You could try putting on relaxing music while studying or when you need to focus for your favourite song for a 5 minute study break!

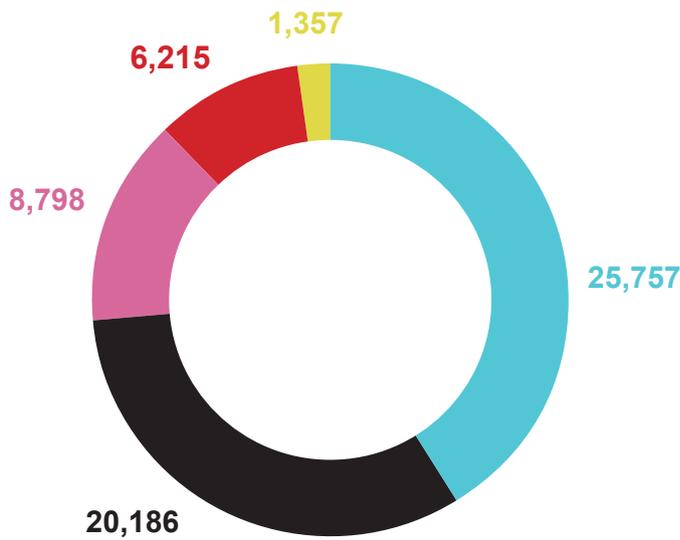
# Informed

Throughout the year, we kept young people updated with quality-assured information that we shared on our social media channels and on young.scot.

young.scot had  
**1,920,000**  
page views

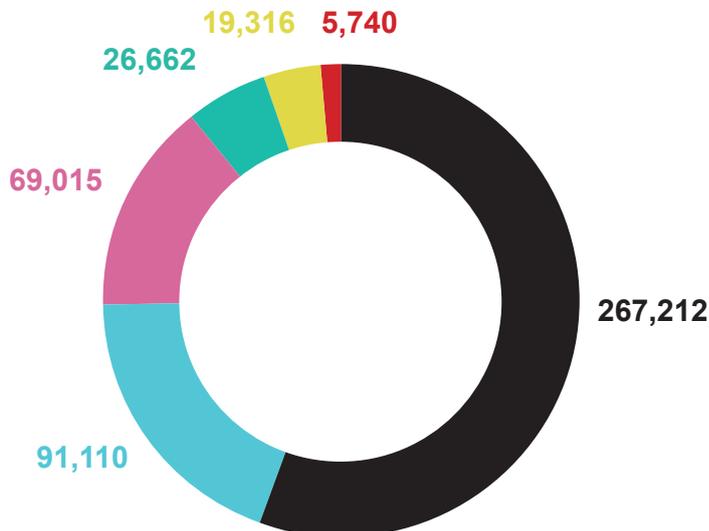
Most accessed page was  
on gender identity terms  
**94,000**

Second most popular page  
was '10 Things People with  
Depression Want You  
to Know'  
**35,000**



The number of young people following us on social media increased – with our TikTok following growing by 134%.

- Facebook
- TikTok
- Instagram
- YouTube
- Snapchat



We had the most engagement with young people on our TikTok – with over 267,000 engagements.

- Facebook
- TikTok
- Instagram (Stories)
- Instagram (Posts)
- Snapchat
- YouTube

## Coronavirus Information Hub on young.scot/coronavirus

It was easy for young people to feel scared by what they heard about the pandemic, and there was a desperate need for specialised and quality-assured youth information. Throughout the year, we published the latest information on COVID-19 and how to stay safe. We also shared information about emotional wellbeing, and how to support others in the community. We published this information in the digital spaces young people spend their time in – Snapchat, Instagram, Facebook, TikTok and YouTube.

As we were suddenly unable to create content face-to-face, we quickly began to crowdsource content by encouraging young people to submit their questions and concerns via Instagram.

### Feedback from young people who viewed some of our individual Coronavirus content campaigns on Instagram:

After viewing this post on Instagram, I will self-isolate if I have symptoms -

# 92%

agree or strongly agree

After viewing this post on Instagram, I will wear face coverings on school transport and in crowded areas -

# 88%

agree or strongly agree

After viewing this post on Instagram, I will wash my hands to help prevent the spread of coronavirus

# 82%

agree or strongly agree

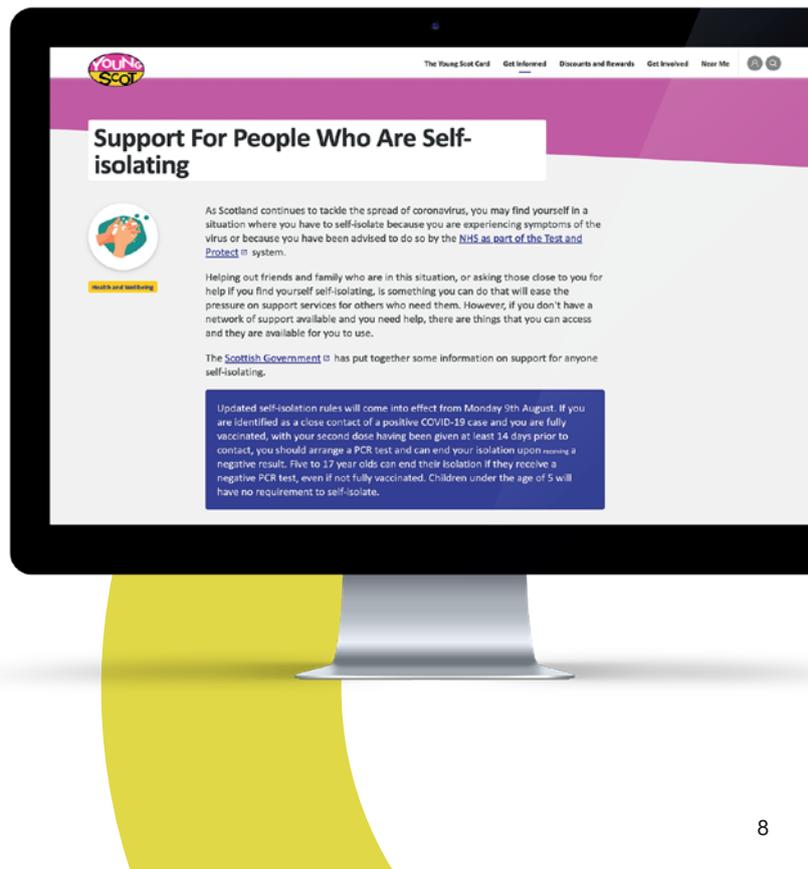
We also worked digitally with young volunteers on our #YSHealth Panel to co-create information, content and activities to support positive emotional wellbeing. Some of our most popular content were our Q&A sessions with the First Minister and Professor Jason Leitch. Also, our young.scot/coronavirus work was recognised at the Third Sector Awards 2020 within the Big Impact Award category.

Our young.scot/coronavirus pages received over 106,000 page views. The coronavirus campaign pages that were accessed most were How to Look After Your Mental Wellbeing (over 19,000 page views) and Stay at Home and Do Your Bit (over 17,000 page views).

young.scot/coronavirus pages

# 106,000

page views



# Jasmine, 15, Aberdeen, #YSHealth Panel

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When I got to S4, my friends recommended that I volunteer with Young Scot since they really loved their experiences volunteering with the organisation. I've been able to learn so many new interesting things and really love the rest of the young people who are on the panel.

Being on the panel has helped me learn that no idea is a bad idea – before I would be hesitant to put my hand up in class. This experience has been helpful because I feel like my ideas are heard and it helped me become more confident and improved how I present my ideas to others.

As part of my work on #YSHealth, I shared why I took part in the COVID-19 testing programme and this was shared with young people in Scotland in the hopes that more and more people will want to take part in it. I had so many of my classmates and my friends message me and tell me that they saw me on social media and it makes me really happy knowing that there's maybe one person that my video reached that was perhaps hesitant about opting into the programme, but sharing my experience has encouraged them to take part and to protect people from COVID-19.



## #Globescotters

We partnered with the Scottish Government and British Council Scotland to run a digital conversation. We brought together young people from Scotland, Zambia, Pakistan, Greece, Spain, Slovenia, Malta, Bulgaria, Wales, Andorra, Luxemburg and Poland – who discussed their lives and what international experiences mean for them.

During International Education Week 2020 #IEW2020, we shared videos across YouTube and Instagram (recorded during the digital conversation event) of young people sharing the importance of international experiences. We also ran a survey that focused on international education, careers and life experiences. This survey built on initial research



we did as part of our #GlobeScotters 2018 campaign, and identified the best way of ensuring that young people remain connected internationally during the pandemic. The research showed us that most young people (82%) thought it was important for themselves and other young people to have international experiences. Almost all young people who took part (95%) stated that the coronavirus pandemic has had an impact on international opportunities for young people, with the majority identifying this as a negative impact (85%).

We then delivered a digital information campaign based on the conversations from the event and a research survey.

## #AyeFeel

The Scottish Government supported us to deliver #AyeFeel – a content hub for our emotional wellbeing content and signposting to mental health resources. We launched in May 2020 with a takeover of our Instagram by young musician and #YSAwards finalist, Be Charlotte. She talked about how she's looked after her own mental health – and finished the takeover with a live acoustic performance. The campaign has developed over the year to include #AyeFeel Blogs and #MindfulnessMondays – including guided meditation, yoga and mindfulness exercises.

***“It’s a chance for me to relax in a really hard time - I have been separated from my parents for almost a year taking care of my brother and doing school and housework too.”***

#YSHealth panelist talking about #MindfulMondays



***“Thank YOU so much. It’s been great working with you and thanks for allowing me to do this. At some point in my life I really want to be involved in helping people suffering with an eating disorder. To have Young Scot be my starting point is a total honour...”***

Young person who wrote an #AyeFeel blog

# Judith, 15, Glasgow

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I'm thankful for the #AyeFeel resources as it gave me the opportunity to speak about my feelings, emotions and health and well-being.

I had so much fun learning new things and changing myself for the best by keeping motivated during this hard time. Luckily, the lockdown rules are now changing and I get to go to school more regularly.

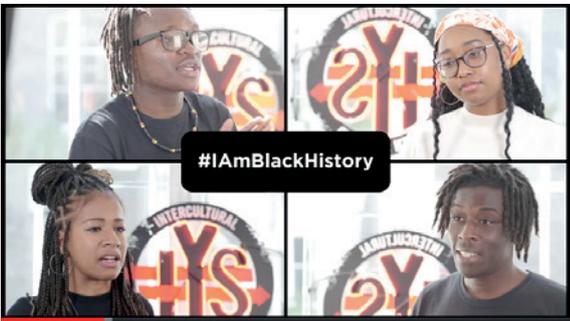
During lockdown, Young Scot was something I really needed without even realising it. We've all been locked inside of our homes and don't realise how bad our mental health has gotten. #AyeFeel has encouraged me to start meditating, getting better sleep, working out and being productive in general. It has really allowed me to see the bright side of life!



## Black History Month

During #BlackHistoryMonth, we partnered with Intercultural Youth Scotland and created content on the theme #IAmBlackHistory.

Each week, a young Black Scottish artist took over our Instagram account, shared their work and answered questions about growing up as a young Black person in Scotland.



## Cyber Security

We worked with young people from GAMTA to create cyber information for YouTube, TikTok, Facebook, Instagram and Snapchat – focusing on the dangers of oversharing information online and encouraging young people to change their password if it's not secure. We also shared other relevant information – such as a guide to audio platform Clubhouse which is now available on Android, Instagram adding pronouns to profiles, and changes to WhatsApp's terms and conditions.

Insights from young people who engaged with our cyber security content:

# 92%

felt very confident or confident that they would be able to set a strong password.

# 92%

said they feel they now have better skills to better protect their personal information online.

# 72%

said they would take actions related to improving your cyber security.



## young.scot/gaelic

We continued to share information in Gaelic on young.scot/gaelic and our social media channels. Our monthly Gaelic Instagram quizzes quickly became one of our most popular content items – with 3,385 engagements between April 2020 and September 2020. During lockdown, we also produced some key COVID-19 information for young people in Gaelic, alongside extra online activities in Gaelic to support young people’s emotional wellbeing. We were also one of the first TikTok’ers to post in Gaelic and it’s quickly become an effective way for us to directly engage with young people. This innovation was recognised within the ‘Learner Award’ category at the Scottish Gaelic Awards 2020.

### Comments from young people on TikTok

***I like this Gàidhlig content, a nice change for a Gaelic speaking person.”***

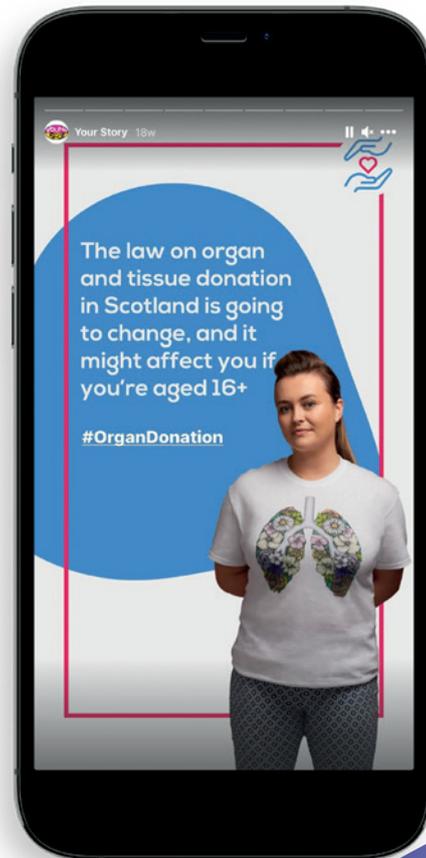
***“I’m learning and I love hearing this sort of content.”***

***“Now I want to learn Gaelic”***



## Organ & Tissue Donation Law Change

We supported the Scottish Government by letting young people know about the upcoming change to the organ donation the law – and provided information on how it would affect them them. We worked with our #YSHealth Panel of young volunteers to create content, obtain feedback on branding, and promote the campaign across our social media channels and website. We also included stories from two young people who had received organ donations.



# Ewan, 16, East Ayrshire, #YSHealth Panel

On #YSHealth, a lot of our work has been on creating COVID-19 information for young people and supporting #AyeFeel. The number of people I've met, it's been fantastic – it's not just about the volunteering work, but it allowed me to forge relationships and friendships.

I've got a lot of opinions and being a part of #YSHealth taught me how to listen to others. I've also learned that I'm allowed to change my opinion and take on suggestions from others. Previously, I used to always take on the leader role in group work at school and found it difficult, but volunteering with Young Scot taught me more about team building and improved my group work skills. As a gay young person, it's important to me that there is a broad range of young people's voices represented in the decision-making process.

My confidence was OK, but Young Scot taught me how to speak and present my ideas to people who have the power to change things. I knew I wanted to go into politics but my experiences on the #YSHealth Panel has helped to fuel this – I want to be the First Minister. I want to represent young people's point of view and open a path for young people to make sure that the Scottish Government looks like Scotland, and isn't just middle-aged, straight, white and male.



## That's Not OK

We partnered with the Scottish Government's Violence Against Women Team, Rape Crisis Scotland and Scottish Women's Aid and created 'That's Not OK'. We designed these resources to help young people spot signs of an unhealthy relationship and understand where to go for support and advice. We co-designed these resources in partnership with young people, including young survivors of gender based violence.



## Money & Me

With the support of the Money & Pensions Service, we created CashChats – a series where young people put questions about money and finances to experts. We worked with a range of partners to answer young people's questions, including Citizen's Advice Scotland, College Development Network and SAAS. Also, we worked with Iona Bain – the author, speaker, broadcaster and founder of the pioneering Young Money Blog. Together, we created short IGTV videos on how to get started with savings and budgeting.



Insights from young people who engaged with Money & Me campaign content:

# 94.5%

found the content very useful or useful

# 90%

of young people were very likely to likely to start budgeting as a result of watching content and 89% were very likely or likely to start saving.

# 57.4%

were more confident about budgeting after engaging with content.

**Abbie Wilson** @Abbiwilson30 · Feb 5, 2020  
 Had a great morning hearing about all things #YSAttain - the presentations from young people were amazing! They spoke about their experiences of using the Young Scot NEC bespoke entitlements to support their health & wellbeing, which in turn, improves attainment

**Young Scot** @YoungScot · Feb 5, 2020  
 In Dundee, 200 young people have been given free travel and food entitlements through their Young Scot Card @NECSotland. The group includes 12-18 year olds who are care experienced, young carers & young people living areas of disadvantage. #YSAttain

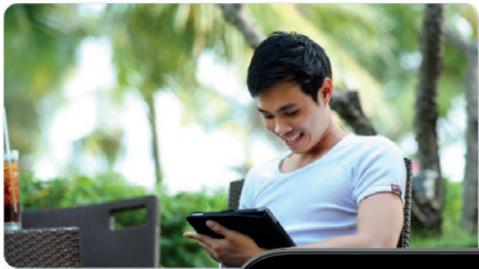
youngscot.net/news-database/...  
 Show this thread



**Carers Scotland** @CarersScotland · Jul 28, 2020  
 Last week the First Minister @ScottGovFM encourages young carers to sign up for @YoungScot Young Carers Package to access relaxation apps, mobile top-ups & more!

#YSCarers

Find out how to apply for the Young Carers Package [bit.ly/3cURH1X](https://bit.ly/3cURH1X)



**Nybee** @Carersukuk  
 @YoungScot @harrisacdundee well my daughter never reads her emails so this was a complete surprise!! Tattiana says thank you!!! Honestly cant believe she won it!! Thank you for making life a good day today she needed something positive!!!



3:03 PM · Jan 15, 2021 · Twitter Web App  
 1 Retweet · 3 Quote Tweets · 10 Likes

# Connected

**Janet weir** @janetweir92 · Feb 10, 2020  
 @Falkirkchamps smashing it at #YSAttain event! #attainment #youthwork @falkirkcouncil

**Young Scot** @YoungScot · Feb 6, 2020  
 ICYMI We were in #Dundee showcasing the amazing work that @NLCPeople @FalkirkCouncil @DundeeCouncil are doing to support young people facing barriers to their attainment. Extra entitlements are being issued to young people via their Young Scot Cards @NECSotland

Find out more



1:13 1.3K views

**Scot Gov Carers Po**  
 Attention young carers then make sure you're eligible including:  
 £40 Asda e-voucher  
 £20 Amazon e-voucher  
 £20 phone top ups  
 Free Hey Girls sanitary products e-voucher

#YSCarers

**New digital opportunities for young carers**

Find out more at: [young.scot/youngcarers](https://young.scot/youngcarers)

Scottish Government  
 @ScottishGov



**Beth Hayton** @bethh8ton · Jun 12, 2020  
 Wow. What a week! #YSAttain National Advisory Group Meeting, #CarersWeek celebrations & launch of our new #YSCarers campaign then finishing today with @YoungScot Membership's 1st Birthday!

Lots of exciting opportunities for young people at [young.scot](https://young.scot) 🎉👏👏



booksmart

# Connected

Via their Young Scot National Entitlement Cards (Young Scot NEC), we continued to give young people access to a range of opportunities, experiences and services. We also successfully transitioned our services and discounts to digital only – in response to the pandemic.

## Young Scot National Entitlement Cardholders

**689,549**

young people had access to a Young Scot NEC

**74%**

of eligible 11-26-year-olds in Scotland had access to a Young Scot NEC

**40%**

of young people with access to their Young Scot NEC live in SIMD Quintiles 1 and 2 areas

## Discounts & Rewards

We offered discounts with 404 partners in 1,196 locations – and saw a 93% increase in the number of discount codes accessed by young people during the year. New discount partners included Footasylum, Harper Collins, Ecoffeecup, Firebox, Phone Co-op, hive.co.uk, Royal Collections Trust, Memrise and Tortoise media.

Young people earned points by taking part in 45,073 positive activities and redeemed them against 19,000 Young Scot Rewards – including digital work shadowing opportunities, virtual work

experience with Robertson Construction, the chance to take part in online escape rooms and cookery courses. We also developed new partnerships, including Wigtown Book Festival, Royal Scottish National Orchestra, Speakers for Schools, and White Ribbon Scotland.

25,321 young people signed up to Young Scot Membership on young.scot – giving them access to Young Scot Rewards and online discounts. 39% of these young people lived in SIMD Quintiles 1 and 2 areas.

**404**

discount partners in

**1,196**

locations

## Cisco/Police Scotland Youth Volunteers

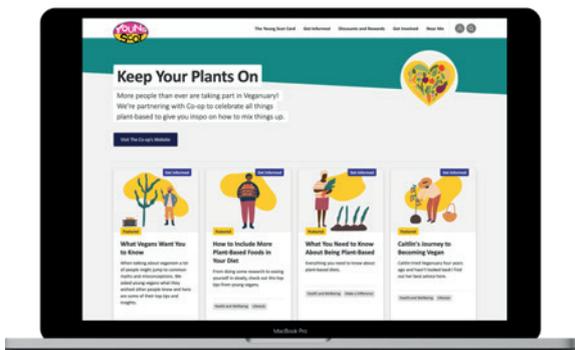
In partnership with CISCO and Police Scotland, we offered Young Scot Members the chance to apply to become Cisco Certified Networking Associates. This course takes up to 18 months to complete and aims to prepare students for entry into industry. Eight Members were selected to take part.



## #KeepYourPlantsOn with Co-op

We worked with the Co-op and delivered a campaign about plant-based diets – coinciding with Veganuary. The campaign provided information on plant-based diets, a blog from a #YSHealth member, and recipe videos created by young vegans. We offered Young Scot Rewards to support young people to explore a plant-based diets, including offering cooking equipment, vegan cookbooks, and Co-op vouchers.

*“I have just begun to cook more advanced dishes as a student (rather than making pasta for most of my dinner) and I’m sure winning this reward will encourage me to make good use of the cookery set and learn a lot of recipes.”*



Scottish Food and Drink Fortnight and Keep Your Plants On campaigns.

# 887 entries

to win rewards including starter cooking sets, £50 cop-op vouchers, and cooker

We offered Rewards points for young people sharing their tips for a plant-based diet and received

# 84

responses.

# 10 people

claimed a Vegan BOSH! cookbook

## Student Awards Agency Scotland

We partnered with the Student Awards Agency Scotland to incentivise and reward new and returning students to apply for their funding early. Depending on how early they applied, young people received points and the chance to win one of three rewards:

**April: 1,500 points  
and the chance to  
win a laptop**

**May: 1,000 points  
and the chance to  
win an iPad**

**June, 500 points  
and the chance  
to win a £150  
WHSmith voucher**

In total, 2,839 young people redeemed their points for applying early and three were selected to win the rewards. We also saw three significant spikes in Membership sign-ups when emails were sent out to those who had applied.

Submit your SAAS College/Uni Funding Application **before the end of June** and you can redeem Young Scot Reward Points at: [young.scot/rewards](http://young.scot/rewards)

Points	Month	Reward
1000	APRIL	MACBOOK DRAW
750	MAY	LAPTOP DRAW
500	JUNE	iPAD DRAW

You could also be selected in our **June** draw to receive an iPad to help with your studies!

**SAAS** Funding your future

**Young Scot**

**APPLY NOW!**  
[saas.gov.uk](http://saas.gov.uk)

## #YSCarers Package

The Young Carers Package #YSCarers is part of the Scottish Government's commitment to recognising the contributions of young carers.

The package is a special bundle of treats available to all young carers. It's filled with special treats to help them make the most of their free time and support them in their caring role. During the year, 40 activities in the Young Carers Package received 3,541 views. Also, 146 rewards were claimed, entered to be won, or applied for 8,844 times.

The most popular rewards were wellbeing giftboxes, Etsy vouchers and Bodyshop voucher. The most popular 'Enter to Win' rewards were win an iPad (169 entries), win a £50 Amazon voucher (134 entries) and win a £100 Uber Eats Voucher (129 entries). Eleven online discounts were redeemed 146 times. The most popular enhanced discounts were at Boohoo (68 redemptions) BE Schoolwear (17 redemptions) and Driving Test Success (15 redemptions).



'Do I Look Like I Care?' campaign reached over

# 6 million

impressions across social media and applications for #YSCarers increased by

# 184%

# +668

young carers

*"The young carers package has been amazing for me – there have been so many good vouchers and prizes. I've been able to buy myself new clothes, stationery, books without my mum worrying about money. We don't have a lot and things can be tight sometimes with money but with this package I have felt so lucky to have these things available to me as a young carer. I have also been very lucky as I won some prizes for the competitions."*

## Attainment Challenge: National Strategic Partnership #YSAttain

In response to lockdown, we supported our partners at Dundee, Falkirk and North Lanarkshire councils to offer digital entitlements to young people facing inequalities. These include smart-travel, food vouchers and bespoke Young Scot Rewards.

In Dundee, 345 young carers, care experienced young people, and young parents were supported. In North Lanarkshire, 400 young people who receive free school meals or clothing grants, care experienced young people, and others facing inequalities received entitlements. In Falkirk, 75 care experienced young people received entitlements.

Over 260 Young Scot Rewards were given out across by partners during the year. Young people took part in 71 positive activities and redeemed 113 Young Scot Rewards. Across Dundee, Falkirk and North Lanarkshire, 80 young people signed up to the 'Attainment Closed Groups' on the Membership area of young.scot.

*“When we were ever short on food in the house it was comforting to know there was a place we could go to get food without having to worry about it”.*

Young person taking part in #YSAttain



# 820

young people facing inequalities supported in Dundee, Falkirk and North Lanarkshire

## Young Scot Next #YSNext

In November 2020, with the support of Barclays' 100x100 UK COVID-19 Community Relief Programme, we launched Young Scot Next #YSNext. This is a short-term project, offering 16-25-year-olds not in education, training or employment, the opportunity to connect with entitlements and Young Scot Rewards to support their next steps to employment. It provides them with support for everyday living and promotes good health and wellbeing. The package includes vouchers for clothing and books – alongside support to buy equipment such as laptops and tablets, and access to services such as Skillshare and Headspace.

**273**

applications for #YSNext

**237**

Rewards claimed

#YSNext microsite received

**2,339**

page views

**#YSNEXT** 

*“#YSNext has been brilliant, the special rewards are tailored for the needs of those not in education, training or employment. I’d particularly love to win the vouchers to help buy a new laptop that will help me on my journey to getting a job, but the supermarket vouchers have been so appreciated!”*

## Localities

### Participatory Budgeting

We supported Renfrewshire Council's 'Celebrating Renfrewshire' Participatory Budgeting exercise for local young people. The fund helped to give young people a voice in their community and let them decide how to make living as a young person in Renfrewshire better. During the campaign, 1,721 young people voted and 5,163 votes were cast. Almost 70 projects received funding of £124,437.



### Data Wellbeing Offer

We worked with Glasgow, Stirling and Inverclyde councils to deliver a 'Data Wellbeing Offer' through the Scottish Government Wellbeing Fund. We wanted to provide a data product that would support specific groups of young people and also their families and peers. We offered free MiFi devices in addition to unlimited data for 12 months. This offer had the potential to support five individuals per device. We also provided data top-up vouchers too. During the project, up to 1280 young people could have access to the offer, through either MiFi devices or top up vouchers.

In Glasgow, the Data Wellbeing Offer was made available to some young parents. Feedback from local partners said it helped local young people to "maintain contact with relatives, peers and support services", "helped them to apply for further education/job", and supported a young person "in a temporary homeless flat and not allowed to have a phone line installed to allow her to have internet".



# Katie, 21 Edinburgh

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I'm studying Sociology and am really interested in third sector leadership – so when I saw that I could redeem my Young Scot Rewards points for an opportunity to shadow Louise Macdonald (Young Scot CEO) I jumped on it.

When Louise spoke about her experiences, she emphasised the most important aspect of being successful in her job is building relationships with people and being someone that people want to work with. That's something that I definitely took away from this experience, the importance of building relationships with people – and that if you celebrate the success of others, people will notice and want to work with you. Louise also noted that one area of experience I was missing was local authorities, and she was able to connect me with the right person to set up a work placement.

Young people should definitely take advantage of the opportunities available through Young Scot. If you put in a lot – you'll get a lot out of it. Go in with questions that you want answers for and you'll definitely get them.



**Graeme Morrison** @HISGraeme · Jul 30, 2020  
Great stuff from @YoungScot. Looking forward to the #YSHive event and exploring how we might work with young people to shape our improvements @online\_his



**Young Scot** @YoungScot · Jul 30, 2020  
Are you ready to share power with young people from all backgrounds across Scotland? 🇬🇧  
#YSHive allows you to work in partnership with young people to define, design and deliver new policies and improvements to services! ...

**Paige Boyle YPSP** @PaigeBoyleYPSP · Jan 19  
Catch up tonight with the sports panel 🤗 so glad to finally have a social .... even if it's over video call 🤗 some amazing plans for the future can't wait for our next call already 🤗 #Sportspanel @sportsScotland @YoungScot



Ben Fitzpatrick and 9 others

**Katy CLD** @KatyDonald2 · Sep 2, 2020  
It's on rainy days like this that I'm so grateful that @YoungScot are able to offer us so many opportunities online! Heating on & coffee poured ☕️ @NLYouthwork #YSHive



# Empowered

**Tamsin** @\_tamsin\_1 · Feb 4  
Really enjoyed this opportunity today talking about education and the way that pupils are going to be phased back into school safely! Thank you for taking the time to speak to us @JohnSwinney @ScotGovEdu @YoungScot

**Young Scot** @YoungScot · Feb 4  
Our @YoungScot & @CISweb Education Recovery Youth Panel is helping @ScotGov & @ScotGovEdu shape their COVID-19 education recovery work.  
Thank you to Deputy First Minister @JohnSwinney for joining tonight's session and helping to ensure that learners' voices are heard.



**Stuart Glen** @stuglen · 1h  
@YoungScot @Louisemac Excited to hear about the Young People's Forest. If the professional body for foresters, @TheICF, can assist you in any way, then please get in touch. Our members work throughout forestry, in the public, private and third sectors.



Introducing Scotland's Young People's Forest - Young Scot Celebrates Scotland's Young People's Forest as we prepare to host COP 26 in Glasgow  
@youngscot.net

**Abbie Wilson** @AbbieWilson30 · Sep 2, 2020  
So exciteeed to be 'at' the launch of #YSHive - System Changers Unleashed 🤗🤗🤗

**Louise Macdonald** @Louisemac · Sep 2, 2020  
Excitement levels officially off the scale - this morning is the day of our @YoungScot #YSHive launch event!! So looking forward to hearing from so many of our brilliant young codesigners. Follow the hashtag for updates & chat! #Empowerment #Codesign #SystemChangers



**Abby Lang** @AbbyLang...  
Enjoyed contributing to this afternoon's @YoungScot #GlobeScatters event.

Interesting to hear young people from around the world share their views on climate change, gender equality and health & wellbeing. We need more opportunities like this to unite our generation 🌍💚

**Young Scot** @YoungScot · Oct 31, 2020  
As part of #GlobeScatters - today we're hosting a digital conversation with young people from Africa, South Asia, Europe & UK 🌍  
We'll hear from young people about their experiences & insight on a range of issues related to #youthanddevelopmentgoals  
youngscot.net/news-database/...



25:1 PM · Oct 31, 2020 · Retweet for iPhone

2 Retweets · 20 Likes

Tweet your reply

**Louise Macdonald** @Louisemac · Oct 31, 2020  
Inspiring to @AbbieWilson30... and @YoungScot!  
Thanks so much for taking part Abbie - fabulous to have you with us! #GlobeScatters

**Abigail Ogburne** @YoungScotOrg · Oct 31, 2020  
Replying to @AbbieWilson30... and @YoungScot!  
Way to go Abby!! 🌍💚

# Empowered

Our projects helped young people to participate more effectively in society, design services and policy, and share power as systems changers and influencers.

9%

increase in youth engagement

753

amazing young people volunteered

5,258

volunteer hours

## Welcome to #YSHive

In July 2020, we launched Young Scot Hive #YSHive, which evolved our service design approach. Co-designed with young people, #YSHive is now supporting organisations to partner with young people to define, design and deliver new policies and improvements to services. The service empowers young people to be systems changers and influencers by sharing power with organisations and tackling society's toughest challenges.

We saw a 9% increase in youth engagement during the year – with 753 amazing young people taking part in our projects – giving us an astonishing 5,258 volunteer hours. We cannot thank this group of young people enough!

We also saw an increase in diverse representation amongst our young volunteers. The percentage of young people who live in SIMD 1 and 2 areas was 16%. Young people who declared they had a disability whilst taking part in our sessions increased to 21%. The percentage of young people of colour taking part increased to 14%. We also worked with a representative number of young carers and young people who are care experienced.

435

young people told us that volunteering as part of #YSHive helped them to have their voices heard.

## Our Partners

We supported lots of amazing partner organisations to run Co-design and #YSHive projects and sessions – including NHS Lothian, Co-op Foundation, Scottish Forestry, National Museums Scotland, the Scottish Government, Creative Scotland, Public Health Scotland, sportscotland, Nature Scot and Historic Environment Scotland.



# Callum, 21 Glasgow, #YSHive volunteer

My plan originally was to study architecture, but through taking on various national and international volunteering opportunities I realised that I really enjoyed working with young people to bring about social change – that’s where my passion lies. These experiences helped me get my dream job – working for a charity that does just that!

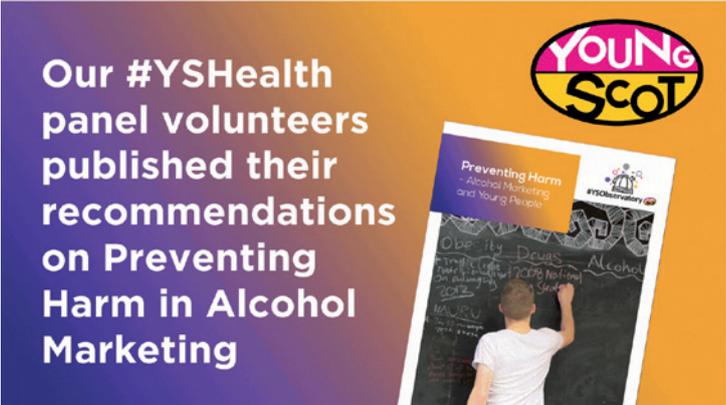
I had a lot of different volunteering experience before taking part in the #VisionMakers to help develop the new Young Scot strategy. Before Young Scot, I could find only opportunities with a UK remit – where I was the only person from Scotland in the room. So, this Young Scot project was exactly what I needed. It’s amazing seeing so many young people who want to create meaningful change. Everyone is so lovely, even if I joined a session tired after work, I finished the session empowered and energised. I learned so much from others and connected with new people from across Scotland. That’s incredibly valuable. I know from experience, from when I lived on the Isle of Coll and in Aberdeenshire when I was younger that there is a definite lack of national volunteering opportunities for young people in these areas so it is great to see them become more accessible with the move to virtual.

I encouraged all my pals to pick up volunteering opportunities with Young Scot – there is definitely more space for people around the ages of 21- 24 who could benefit from taking part.



## #YSHealth Alcohol Marketing

The young people on the #YSHealth panel presented their recommendations to reduce the impact of alcohol marketing on young people, to Ministers Maree Todd MSP (Minister for Children and Young People) and Joe FitzPatrick MSP (former Minister for Public Health, Sport and Wellbeing). These recommendations are designed to transform the landscape for young people's relationship with alcohol in Scotland. They will help to reduce harm, and enable young people to make choices for themselves without the pressure to drink alcohol.



## Education Recovery Youth Panel

In partnership with Children in Scotland, we supported young people to take part in the Scottish Government's Education Recovery Youth Panel. The aim of the panel is to embed the voices of young people from a range of backgrounds and experiences in the decision-making around education recovery from COVID-19. Throughout the year, the panel helped provide the Scottish Government with insights into their learning experiences - and suggestions for change in the medium-long term recovery period. They also influenced the final decision-making around COVID safety and assessments in schools.



# Cameron, 15 Ayr, #YSHive volunteer

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I started volunteering with Young Scot Hive #YSHive because I wanted to get new opportunities and meet new people outside of my area and school. So far, I've taken part in the Youth Loneliness Panel, #VisionMakers and was the co-chair for the Sunday Mail Young Scot Awards judging panel.

Volunteering has helped me learn how to research better and how to take on what others say. I got to work with a wide group of people and learned how to work as a part of a team and cooperate with others. Others' opinions matter, not just mine, nothing is silly or too out there – everyone's voice matters and is represented.

Without getting involved, I wouldn't have met all the amazing young people and get so many experiences that broadened my views.



## Young Person's Guarantee Leadership Panel

To ensure that our young people don't become the generation negatively defined by COVID-19, the Scottish Government launched the 'Young Person's Guarantee'. The Guarantee offers young people support to allow them to succeed – based on their own personal ambitions – and will be focussed on those who need it most. This might include support with starting university, college, an apprenticeship or training. It also might enable them to take part in fair employment such as work experience, or a formal volunteering programme. We worked in partnership with Youth Scotland, Prince's Trust Scotland, Barnardo's Scotland, Close the Gap and Enable Works who supported young people to take part.

We recruited a group of passionate volunteers to be at the heart of the Guarantee. They were involved in conversations, exploration and co-design of the Guarantee – collaborating with the Scottish Government, Developing the Young Workforce, Skills Development Scotland and other organisations. Together, they explored the governance for the Guarantee to ensure it continues to meet the evolving needs of Scotland's young people.

## Young Person's Guarantee



## Scotland's Young People's Forest

We launched an innovative new project to create Scotland's Young People's Forest – co-designed and governed by young people. Scotland's Young People's Forest will be one of Scotland's flagship projects as we prepare to host COP 26 in Glasgow later this year. It is already helping to inspire young people from communities across Scotland to contribute to the nation's climate ambitions. The young people will be supported by Young Scot and YouthLink Scotland – alongside founding partners Corra Foundation, NatureScot, Pears Foundation, Scottish Enterprise and Wood.



## #NatureOfScotland Awards

The ReRoute panel was a finalist in the Youth & Education Award at the Nature of Scotland Awards 2020. ReRoute is Scotland's Youth Biodiversity Panel and is working with NatureScot, supported by Young Scot, to involve young people in Scotland's nature and outdoors. By talking to young people and working with different environmental organisations, the panel is engaging young people on different topics, issues and opportunities related to nature and wildlife.



## #ActivateYourRights

In partnership with the Scottish Government and Children in Scotland, we supported young people to design and deliver '[ActivateYourRights](#)' – a pack of resources that will help children and young people understand and protect their rights. The young volunteers also created the [ActivateYourRights Facilitator Pack](#) that will prepare nursery, primary and secondary school teachers, youth workers and other educators. They also created [ActivateYourRights resources](#) for other young people to access directly in their own time online.

## Technology Enabled Care

Young people from the Technology Enabled Care (TEC Scot) panel presented their work and launched their report at the Scottish Government's Digital Health & Care Fest conference in December 2020. Their work looked at how digital technology could improve young people's health and wellbeing – and sustain and improve services for the future. As a generation who have grown up with digital technology, young people are well placed to adopt and integrate digital technology into the ways they access health and care services and information.



## Activate Your Rights



# Riya, 17 Glasgow, #YSHive volunteer

I've always loved volunteering and used to do lots when I lived in Singapore. When I moved to Glasgow, I wanted more opportunities to be a part of the community and my friend recommended that I sign up to Young Scot.

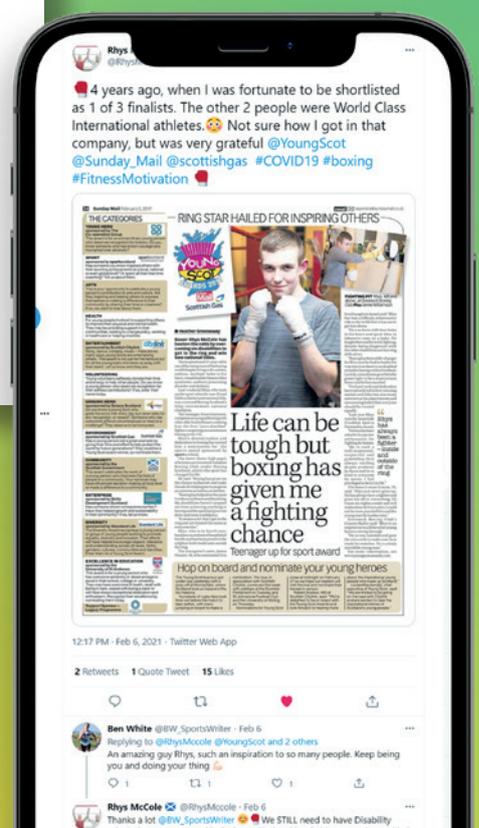
I initially took part in Tech Scot. I'm interested in studying medicine – so it was right up my alley. Our group developed a mental health first aid kit and we shared our thoughts on how tech should be used in healthcare – such as how to use webchat with our GP. I also got the chance to go to conferences and meet John Swinney. It was amazing to have government officials listen to what we have to say. I then took part in GlobeScotters with young people joining online from Zambia, Pakistan and from across Europe. It was amazing to realise how many young people around the world have the same interest in issues like gender equality.

Meeting new people and being to be able to make a difference has been my favourite part about Young Scot. I really feel like I've been heard and represented others like me. My public speaking skills have been improved and I'm more confident at presenting my ideas in front of people.

I've not lived in Scotland for that long, and volunteering for Young Scot has helped me to make friends beyond people from my school. I've met people from Inverness and Orkney and my worldview has expanded so much. There are people who live such different lives and it's been amazing to be able to talk to them and understand their perspectives.



# Sunday Mail Young Scot Awards 2021



# Central services at Young Scot

## Sunday Mail Young Scot Awards 2020

For the first time ever, the Sunday Mail Young Scot Awards took place online – honouring Scotland’s incredible young people. The event was hosted by celebrity presenter and DJ Gemma Cairney, and included contributions from First Minister Nicola Sturgeon, Maree Todd MSP, and a performance by Be Charlotte. The ceremony was viewed over 1,400 times on event night across YouTube and Facebook. To date, the view count stands at 75,600. The event received 177,000 impressions on Twitter and the hashtag #YSAwardsOnline2020 trended at number six in the UK.



## LockdownLowdown

In partnership with our friends at the Scottish Youth Parliament and YouthLink Scotland, we asked young people from every community in Scotland to share their concerns about COVID-19 through our LockdownLowdown surveys. Across the two surveys, nearly 11,000 young people had their say about the impact of COVID and lockdown on their education, employment, mental health and more. We shared the results widely with stakeholders and encouraged them to feed the results directly into policy design and service provision in response to the pandemic.



# Roseanna, Volunteering Award Winner

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“It was so fantastic to have been nominated for this award and just amazing to win. I really enjoy working with young people who come from all walks of life, that’s one of the best parts of what I do. I’m so inspired by the people I meet and I can’t explain how incredible it is to see everyone come together at the drop-in centre. It’s an honour to be recognised for something that I genuinely love to do.”



## Our journey towards becoming an anti-racist ally

Young Scot is committed to being an explicitly anti-racist organisation. We commissioned external Black and People of Colour led organisations to audit our organisation to begin the process of identifying what it is we do that contributes to structural racism. In the past, we've had a strong focus on 'Equality and Diversity'. However, a lot has changed recently, and we recognise that we must work harder and with a renewed focus to create positive change. Young people from all communities and backgrounds are calling for actions to tackle racism – not just words and demonstrations. This work is part of our new Diversity, Equity and Inclusion Strategy (DEI). Our new DEI Staff Programme Board is responsible for delivering this and they will produce an annual Young Scot Equalities Outcomes Report – with the first to be published in 2021.



# Young Scot Enterprise Statement of Financial Activities

		Unrestricted General Fund	Unrestricted Designated Fund	Restricted Fund	2021 Total Funds	2020 Total Funds
	Note	£	£	£	£	£
<b>Income from:</b>						
Charitable activities	4	2,319,653	-	924,891	3,244,544	2,577,132
Investments	3	693	-	-	693	2,522
<b>Total income</b>		<b>2,320,346</b>	<b>-</b>	<b>924,891</b>	<b>3,245,237</b>	<b>2,579,654</b>
<b>Expenditure on</b>						
Charitable activities	5	2,069,403	-	924,891	2,994,294	2,448,996
<b>Total expenditure</b>		<b>2,069,403</b>	<b>-</b>	<b>924,891</b>	<b>2,994,294</b>	<b>2,448,996</b>
<b>Net income</b>						
Transfers between funds	15,16	250,943	-	-	250,943	130,658
		(121,000)	121,000	-	-	-
		<b>129,943</b>	<b>121,000</b>	<b>-</b>	<b>250,943</b>	<b>130,658</b>
<b>Other recognised gains/(losses)</b>						
Actuarial (losses) on defined benefit pension schemes	8	(489,000)	-	-	(489,000)	(79,000)
<b>Net movement in funds</b>		<b>(359,057)</b>	<b>121,000</b>	<b>-</b>	<b>(238,057)</b>	<b>51,658</b>
<b>Funds reconciliation</b>						
Total funds at 1 April 2020	15,16,18	664,970	37,725	-	702,695	651,037
<b>Fund balance carried forward at 31st March 2021</b>	<b>15,16,18</b>	<b>305,913</b>	<b>158,725</b>	<b>-</b>	<b>464,638</b>	<b>702,695</b>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The above is an extract of the financial information contained by Young Scot's audited report and financial statements for the year ending 31st March 2021. Copies of full accounts can be obtained from the registered office, please contact Hilary Ramsay email [hilaryr@young.scot](mailto:hilaryr@young.scot) or call 0131 313 2488 for more information.

